



Presenter: ISWA

NATIONAL MEMBER ENGAGEMENT MEETING



Housekeeping

- Free Wi-Fi available, log onto:

Network: @Southernsunconference

Password: SOUTHERNSUN1

- Registration for the General Assembly will begin at 1pm.

AGENDA

Welcome

10:00 – 11:00 Presentation of
concept notes

11:00 – 11:15 COP Presentation

11:15 – 11:30 Break

11:30 – 12:30 INC Workshop

12:30 – 14:00 Lunch break

14:00 – 17:10 General Assembly





Concept notes development



1. Courage to Change

Presented by Ana & Carlos

Courage to change From the workshop: overarching project – the glue

Global focus and outreach

Knowledge: Where to go; What to change; Change management; Foresight;
Resource and knowledge

Production: Speech writing; HR improvement

Dissemination: Video; Events; Meetings

Brief Description: From an old-fashioned member-based association to an influential member-based organisation. Key concepts, ideas, initiatives and management paths that ISWA defends to protect the planet (beat the triple planetary crisis) and value waste as a resource.

What is ISWA advocating and spreading out loud? What will we be remembered for? What are we standing for? What do we defend and why? What are we against and why? We need the courage to influence.

Courage to Change - The Glue That Unites Us All

- - From a member-based association to an influential member-based organisation.
- - Key concepts, ideas, initiatives and management paths that ISWA defends to protect the planet (beat the triple planetary crisis) and value waste as a resource.



Adapt to the New Moment

- - Develop conceptual ideas, followed by practical, courageous and trustful initiatives that positions ISWA as a partner who defends the common good.
- - Enable a more organic working system within ISWA: Open the internal silos.
- - Create added value to attract new audiences be more open to other members



First beneficiary: NATURE

- Primary Target group of members or other groups: National members; Governments; Media; NGO's.
- Secondary Target Segments: Depending on the initiative, we can target each group one by one. We need to list each initiative about each topic we want to address in 2024-2025 and make a calendar.



Already started

- Evaluation Report
- Internal Q&A for concepts and Directions
- Presence at Big Event Stages
- Communication & PR Campaigns
- Identify High Level Speakers and prepare guidelines for ALL Levels



iSWA
International Solid Waste Association





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2. Golden Rules of Waste Management

Presented by Bjorn, Marcelo, Arne & Aditi

БкаРАDPI Eka ñæé ④

ISWA has from time to time prepared position papers on different waste and resource management issues and developed recommendations in different ISWA publications, but ISWA does not have a full set of positions/golden rules stating ISWA's position on the most central (according to ISWA) waste and resource management related issues.

The suggestion is for ISWA to develop a set (it could be around 10 rules) of global «golden rules» or «paramount principles» for responsible, sustainable and well-functioning waste & resource management, that regularly are revisited and updated. The principles will be actively promoted and communicated by ISWA as a part of the «ISWA DNA». On a somewhat longer timeframe there will be developed training packages for each of the golden rules. These training packages will be a part of ISWA's service offering (and if found suitable, a way to reorganize and revive the ISWA Academy approach).

Golden Rules for Waste Management

ISWA has from time to time prepared position papers on different waste and resource management issues and developed recommendations in different ISWA publications, but ISWA does not have a full set of positions/statements/golden rules stating ISWA's position on the most central (according to ISWA) waste and resource management related issues

ISWA will develop a set (it could be around 10 rules) of global «golden rules» or «paramount principles» for responsible, sustainable and well-functioning waste & resource management, that regularly are revisited and updated. The principles will be actively promoted and communicated by ISWA as a part of the «ISWA DNA

The main target groups for the golden rules are high level (policy) decision makers and ISWA National Members – For which the golden rules can stand as a reference for best practices/best governance for Waste & Resource Management on international level. They can be used when developing positions on national or regional level, for inspiration for internal discussions and debates, and as reference when briefing or communicating with as well as lobbying towards authorities and companies on national and international level.

Golden Rules for Waste Management

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The preparation of the “Golden Rules” is already started

The work is governed by the ISWA Board with the ISWA STC as a sounding board and run by a fast working project group

The first version will be ready in time for COP 29 in Baku (November 11th - 22nd 2024)
Golden Rules for Waste Management

The package will include:

- A brief publication/flyer presenting the “Golden Rules”
- A communication package and systemic setup for promoting and communicating the golden

The preliminary setup in brief

- Primary Focus on the What (to do) and How (to do it), not on the Why
- No Technology-Specific Statements and Recommendations
- 4-5 overall statements (or principles) followed by 3 recommendations within the following themes:
 - Regulation, policy and planning
 - Financing
 - Technology
 - The Circular Economy

3. B2G & B2B networking

Presented by Gunilla, Marc & Rae

- ▶ Business to government
 - Government stakeholder engagement
- ▶ Business to business
 - Members & speaker directory
 - ISWA Events
 - Development of ISWA Engagement Platform & integration with ISWA's knowledge base

3. B2G & B2B networking

a. Government stakeholder engagement

Outline:

Focuses on engaging the government sector through ISWA's network and activities

Activities:

- Policy workshops and seminars
- Municipality focus, sustainable cities summit
- Engage government stakeholders
- Policy briefings
- Special government sessions at ISWA events
- Sessions at existing events

Goals & purpose:

- Added value to existing members, get updated with current policies globally
- ISWA key messages are also explored and shared
- New membership opportunities (municipalities, ministries, etc)

3. B2G & B2B networking

Target Audience:

Politicians, Ministers, Other government officials, ISWA members

Value proposition:

- This would be added value for current members as well as the ISWA network
- Added value to ISWA's knowledge base
- Potential members

Resource needed for implementation:

- ISWA General Secretariat to spend time to coordinate and work on development
- Steering committee which includes ISWA board and national members to contribute their hours and be connected to their local network (governments)
- Financial implications may be incurred in the product in terms of traveling and man hours. However will have a positive outcome as it will attract new form of membership.

3. B2G & B2B networking

b. Business to Business

i. Members & Speaker Directory

Outline:

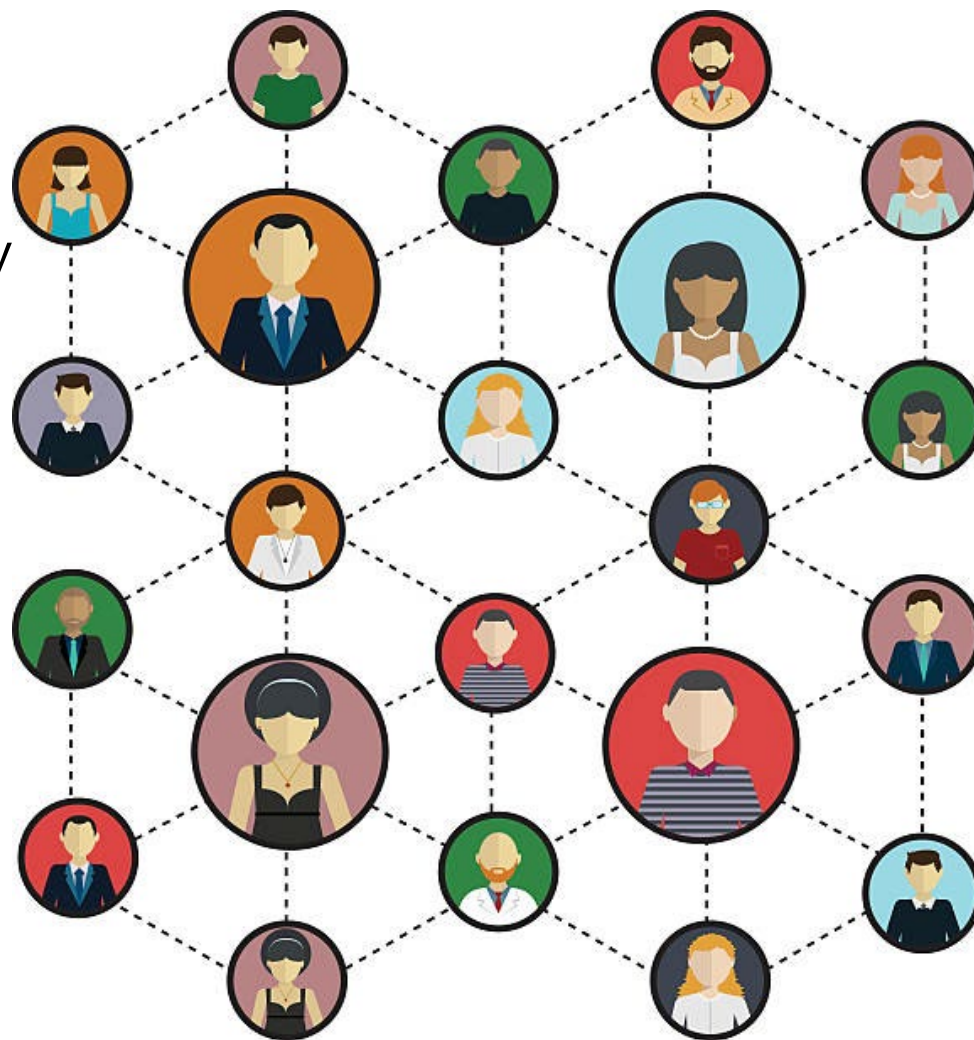
A product that is combined with membership directory and speaker directory of ISWA members and experts. Collect information of current members to start the directory. To start with National members, organizational and working group members.

Goals & purpose:

- Data and information will be easily accessible for ISWA GS and ISWA members
- Added value as an ISWA member (to feel important and heard) to be listed in a speaker/member directory

Target audience:

- Existing ISWA members & partners
- Potential new partners



3. B2G & B2B networking

Value proposition:

- Added value for existing members
- And may bring in new members as a benefit

Resource needed for implementation:

Resources should be broken down into two parts, man hours and financials (input/output)

- ISWA General Secretariat – To spend X hours a week to coordinate and work on this product to develop further
- Financial implications – none (mainly man hours)

3. B2G & B2B networking

b. Business to Business

ii. ISWA Events (Beacon, world congress, study tours, etc)

Outline:

From the current products available, ISWA would need to establish a strong package/handbook with a guideline and suggestion on how these should be re-produced by ISWA members/partners. These current products can be modernised by having it either hybrid or digital.

Goals & purpose:

- Potential revenue generated
- Knowledge and key messages of ISWA is shared globally
- Membership acquisition
- Added value as an ISWA member to network in person/virtually



3. B2G & B2B networking

Target audience:

- ISWA members
- Non-members/potential partners

Value proposition:

- Financial revenue from this products
- Potential membership acquisition through physical events
- Content sharing for members (added value to their membership)

Resource needed for implementation:

Resources should be broken down into two parts, man hours and financials (input/output)

- ISWA General Secretariat – To spend X hours a week to coordinate and work on this product to develop further
- Financial implications – none (mainly man hours)

3. B2G & B2B networking

b. Business to Business

iii. Development of ISWA Engagement Platform and integration with ISWA Knowledge base

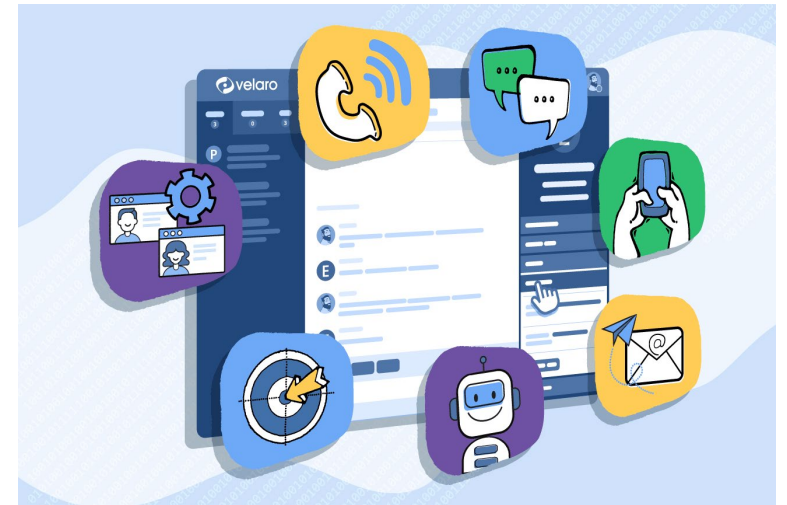
Outline:

At the moment, ISWA does not have an engagement platform but we do have a knowledge base on the ISWA website, opened for members only. It is important to combine and integrate the two together:

- ISWA Engagement Platform
- ISWA Knowledge base

Goals & purpose:

- Added value as an ISWA member (members-only content)
- Centralised information hub for all ISWA members
- Makes ISWA more exclusive, from here we can then expand more when it comes to having special interest groups, working group engagement etc.



3. B2G & B2B networking

Target Audience:

- ISWA members
- Non-members

Value proposition:

- Financial revenue from this products
- Potential membership acquisition through physical events
- Content sharing for members (added value to their membership)

Resource needed for implementation:

Resources should be broken down into two parts, man hours and financials (input/output)

- ISWA General Secretariat – To spend X hours a week to coordinate and work on this product to develop further
- Financial implications –. Costs for development of this product will be implied and the not necessary will generate revenue. A form of revenue can come from sponsorship of this product

4. Intelligence Briefs

Presented by Axel, Melissa, Nancy & Jose

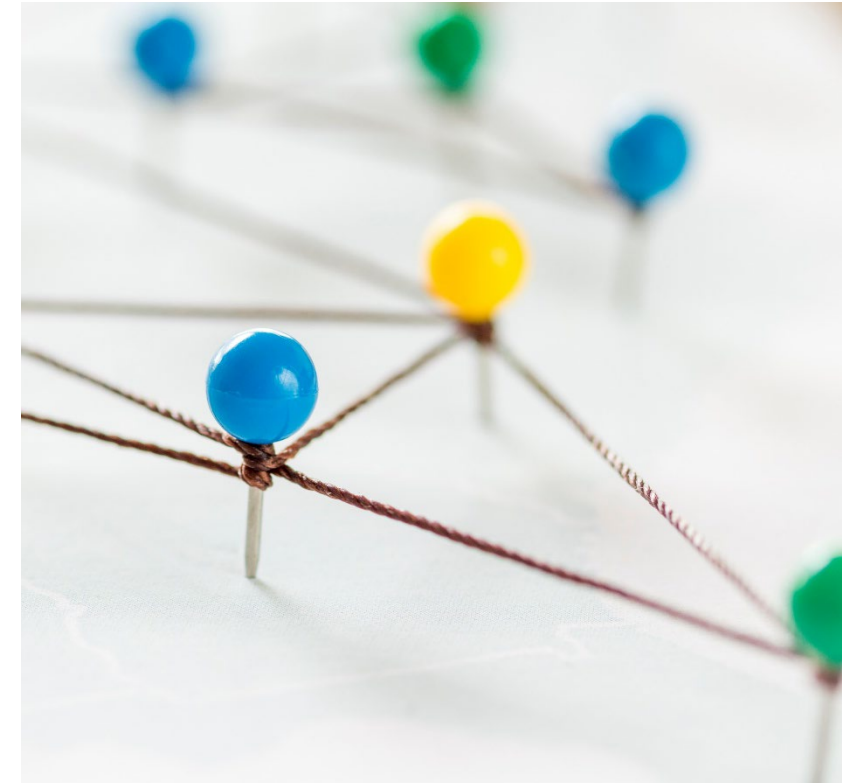
Strategy 2020-2030

- ▶ Priorities based on Strategy:
 1. Strengthening National Membership
 2. Regional Growth and decentralization
 3. Municipalities, a network of decision makers
 4. Campaigns, of global interest
 5. Circular Economy develop activities/platform
 6. Diversify Stakeholders
 7. Universities, deeper relation with researchers,
 8. Events – improved ISWA (regional) experiences
 9. Training and Certification



Fit of Concept of Intelligence Briefs & Strategy

1. Strengthening National Membership
 - Role NM collecting info and disseminating
2. Regional Growth and decentralization
 - Regionally focused intelligence, strengthens chapters
3. Municipalities, a network of decision makers
 - Possible audience & source of info
4. Campaigns, of global interest
 - Source material for intelligence briefs
5. Circular Economy develop activities/platform
 - Briefs address circularity, widen appeal outside own industry



6. Strategy - Concept Intelligence Briefs

Concept: ISWA Intelligence Report

Description: Disseminate knowledge and analysis on important topics such as:

- regulations in the EU and other important areas (with short ISWA-evaluation)
- business drivers
- selection of important news from (other) members
- policy briefs from ISWA
- new research - gamechangers in WM (collaboration with WM Research)
- Topics to be selected based on member's interest
- Comparison: e.g. energy markets briefs)

Channels: regular/monthly newsletter (start with monthly - increase frequency based on interest and resources)

Data base: Unique network of National | Regional | Global Network of Technical experts & Business leaders

6. Strategy - Concept Intelligence Briefs

Target group

Organisational members

- Divide per topic is an option to give tailormade content
- Regional approach

Secondary Target Segments:

National members (organisations that have organisational members)

- Also as source for content
- Potential members
- International organisations

6. Strategy - Concept Intelligence Briefs

Added value for members

- Aiding decision-making and strategic planning.
- Facilitates the exchange of best practices and innovative solutions
- Help creating business opportunities for members
- Give ISWA members guidance in problem solving

6. Strategy - Concept Intelligence Briefs

Revenue streams - how to turn the concept into a business model

- Evaluation of Subscription model for members
- Potential to attract new members
 - Offer as subscription as a first step into full membership
- Potential for sponsoring
 - Sponsor topics, single newsletter, a period , related to an event or similar
- Subscription
 - Open to international organisations, authorities, agencies etc.

6. Strategy - Concept Intelligence Briefs – next steps

Capacity and costs

Costs: medium investment

Capacity: high demand (The content will need and skills to extract and analysis information). Delivery of information from the NM necessary

Testing the concept

- Make a “sketch” - a first rough draft of content
- Members survey (quality approach)/verify internal needs
 - Check interests, what topics, willingness to pay etc.
- Market analysis: Desk research, compare with other similar products etc.
 - Interest for subscription

6. Strategy - Concept Intelligence Briefs - Conclusion

- Needed extensive Capacities and Organizational effort for first proof of concept with first results
- Feedback of NM of concept?

Q&A



ISWA's Road to COP



ISWA joining the



Heading to COP29 is the next natural step after the first Waste and Resources Pavilion at COP28.

This is a fabulous opportunity to demonstrate the continuing commitment to showcase the great potential of the waste and resources management sector to tackle GHG emissions.

ISWA is forming a global platform to catalyse and accelerate collaborative actions and joint initiatives towards a clean, circular and low-carbon future.

Key Message

The Climate Opportunity in Waste Management

Tackling waste mismanagement provides an opportunity to reduce 15-20% of global anthropogenic GHG emissions, yet it remains an $\text{óèL}R\text{óñãásR}_L^6$ $\text{KR} \text{əóKÉRæ} \text{áá} \text{ÉRÉÉæ} \text{RñRRÉñéé} \text{é} \text{é}!$.

According to the Global Waste Management Outlook (GWMO) 2024, the world generates 2.1 billion tons of municipal solid waste (MSW) annually, projected to increase by 77% by 2050.

By addressing waste mismanagement, and providing more advanced and sustainable waste treatment solutions, we have the opportunity to prevent up to 20% of global GHG emissions, making it one of the most significant yet untapped climate mitigation strategies available today.



ISWA's Road to COP



ISWA's strategy

Engage and influence key decision-makers worldwide to make it clear that sustainable waste management is an essential investment for reducing emissions.

ISWA's Waste & Resources pavilion @COP29 will feature:

- Daily awareness-raising activities demonstrating the potential for waste/resource management to tackle climate change
- Bilateral meetings with delegates and partner organisations to promote collaboration
- Receptions for networking focused on waste and resources
- Presentation and panel sessions featuring inspiring case studies, innovative technical solutions, and successful policy interventions



The campaign towards COP

- ISWA is launching a strategic campaign to bring our key messages to the decision makers:

2024

- ISWA World Congress, Cape Town
- ENVIRONTEC Hungary
- WMAM Annual Conference Malaysia
- IFAT India
- Ecomondo Italy
- ISWA Beacon Conference in Sweden
- Video campaign

2025

- Post COP ISWA webinars with sponsors
- IFAT Eurasia
- IFAT Brazil
- IE Expo, China
- ISWA Beacon Conferences
- Ecomondo Italy
- ISWA World Congress, Buenos Aires
- ISWA webinars (prior to COP30)



ISWA Declaration for COP29

Better Waste and Resource Management – a key enabler for climate mitigation

The International Solid Waste Association (ISWA), alongside its dedicated members and partner organizations, is proud to bring the waste and resource management sector's voice to UNFCCC's COP 29. Our mission is straightforward: **we urge member-states to incorporate integrated waste and resource management strategies and initiatives into their Nationally Determined Contributions (NDCs) to combat climate change.**

**Improved waste and
resource management
present a unique
opportunity to mitigate
climate change.**

ISWA Declaration for COP29

- Circular waste and resources management address the triple planetary crisis
Reducing waste generation by adopting a waste-to-resource approach that addresses design and business models will help mitigate GHG emissions and address the triple planetary crisis by curbing pollution and protecting biodiversity.

Circular waste management approaches to mitigate GHG emissions include waste prevention, recovering bioenergy, biological matter and nutrients through composting and anaerobic digestion, replacing virgin raw materials by recyclables and providing pathways for energy recovery. The transition towards a circular economy is key to ensure a sustainable, equitable and low carbon future, being the only way to make waste management affordable. United Nations Environment Programme and ISWA (2024)

ISWA Declaration for COP29

- Organic waste management towards a low-carbon future
Organic waste management holds significant potential for climate change mitigation and adaptation and is a low-hanging fruit for reducing methane emissions, a potent greenhouse gas.

By diverting organic waste from disposal sites and enabling its recovery, countries can significantly and immediately curb methane generation while increasing the value created from this waste stream that contributes to a low-carbon transition pathway, a sustainable bioeconomy, and the achievement of the Sustainable Development Goals (SDGs).

ISWA Declaration for COP29

- Set Global Waste Management Goals
ISWA advocates for a global waste management strategy aligned with the circular scenario outlined in the GWMO 2024. This strategy includes:
 - Ensuring 100% waste collection coverage as a precursor to more advanced and sustainable waste management, as well as protecting human and environmental health.
 - Transitioning from open dumping and open burning to sound and sustainable waste treatment methods to enable the reduction and capture of excess GHG emissions
 - Improving recycling to allow significantly larger amounts of secondary resources to replace virgin materials both in terms of quantity and quality, thus avoiding production emissions.
 - Decoupling waste generation from economic growth by implementing waste reduction measures, to revert global waste generation to 2020 levels by 2050.

ISWA Declaration for COP29

- Structure financing models and funding mechanisms

The global community must shape and scale funding mechanisms that can provide resources to transform the waste sector and so prevent waste mismanagement. Climate finance has a legitimate role in this, and thus member states should adopt and implement the existing provisions of the [Paris Agreement](#) with a focus on waste-related solutions.

ISWA INC Workshop





ISWA

International Solid Waste Association



Carlos Silva Filho
President, ISWA



Gunilla Carlsson
Task Force Leader and Board
Member, ISWA



Aditi Ramola
Technical Director, ISWA



Mostafa Ahmed
Technical Coordinator, ISWA



“On the road to Busan”

ISWA’s contribution to
UN Plastic Pollution Treaty Negotiations

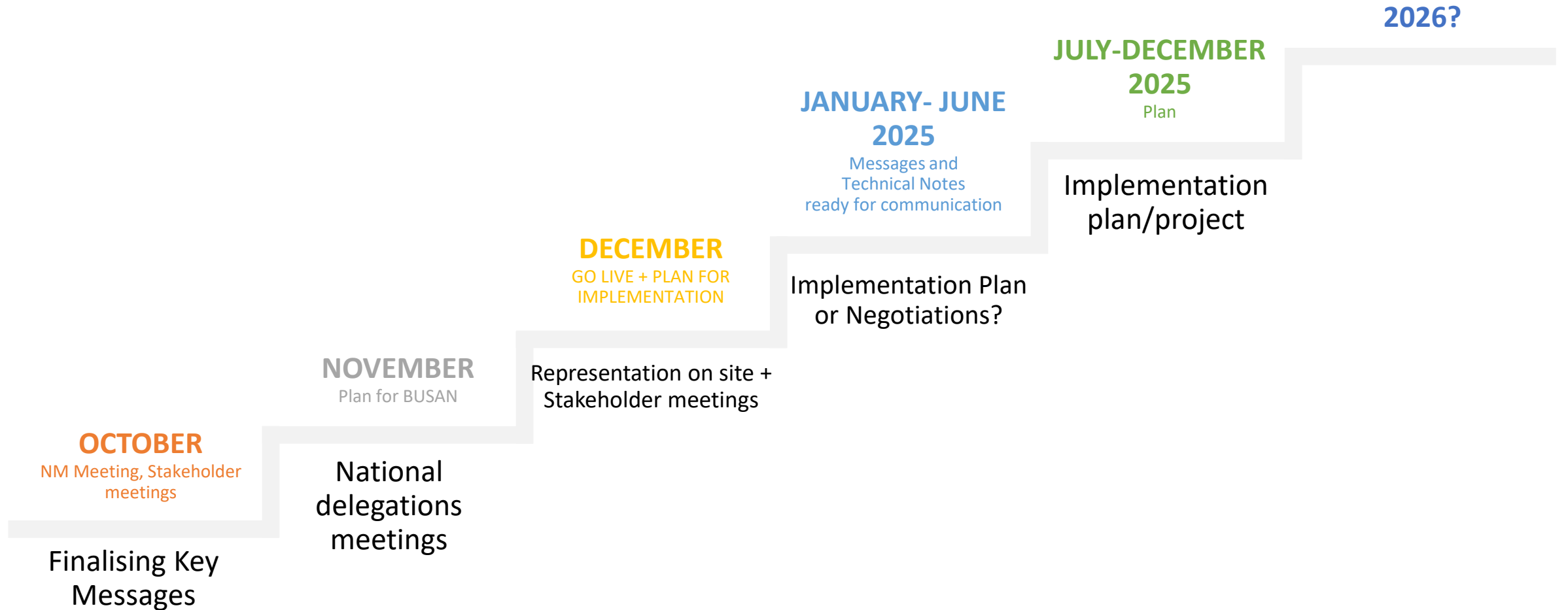


An underwater photograph showing a large amount of plastic waste floating in the water. A clear plastic bottle is prominent in the upper left, and another bottle is visible in the lower left. The water is a deep blue-green color, and the background is filled with various pieces of debris, including small plastic fragments and what appears to be a piece of white paper or foam. The overall scene conveys the extent of marine plastic pollution.

GENERAL AIM of the Task Force

- To support the development of
 - an ambitious international legally binding instrument to beat plastic pollution,
 - based on a comprehensive and circular approach,
 - that ensures urgent action and effective interventions along the full lifecycle of plastics.
- ISWA sees an urgent need to accelerate the transition to a circular and resource-efficient economy

ISWA INC process





Intergovernmental negotiating committee (INC) on plastic pollution

In March 2022, at UNEA-5.2, a resolution was adopted, to develop an international binding instrument on plastic pollution, including in the marine environment.

- 28th Nov-2 Dec 2022 INC I Punta del Este, Uruguay Present
- 29th May – 2nd June 2023 INC II Paris, France Side-event
- 13-19nd Nov 2023 INC III Nairobi, Kenya Present
- 23-29 April 2024 INC IV Ottawa, Canada Side-event

- 25 Nov–1st Dec 2024 INC V Busan, Republic of Korea Present

- 2025 >>>> Continued negotiations or implementation?

Messages at INC I, Uruguay

- Address the transition to a circular economy across sectors, considering minimization solutions as a relevant path.
- Ensure access for all to adequate waste collection and waste management services and infrastructures
- Create a robust Financing and Governance system and reflect local needs



Messages at INC II, France

I - REDUCTION	
II - CIRCULARITY	
III - SOUND WASTE MANAGEMENT AND LEAKAGE PREVENTION	
IV - GOVERNANCE AND FUNDING	
V - SUSTAINABLE COMMUNITIES	

**KEY
ELEMENTS
TO BEAT
PLASTIC
POLLUTION
TOWARDS
A LEGALLY
BINDING
INSTRUMENT**

Messages at INC III, Kenya

- Addressing Plastic Lifecycle and beyond to reach an integrated approach.
- Integrated Waste Management Approaches prioritizing upstream initiatives.
- Acknowledging marine Plastic Pollution as a global and systemic challenge with four key systemic failures
 - Role of Science and Transparent Decision-making
 - Knowledge sharing
 - Regulatory Framework
 - Governance and financing systems
 - Tailoring to Local Conditions.



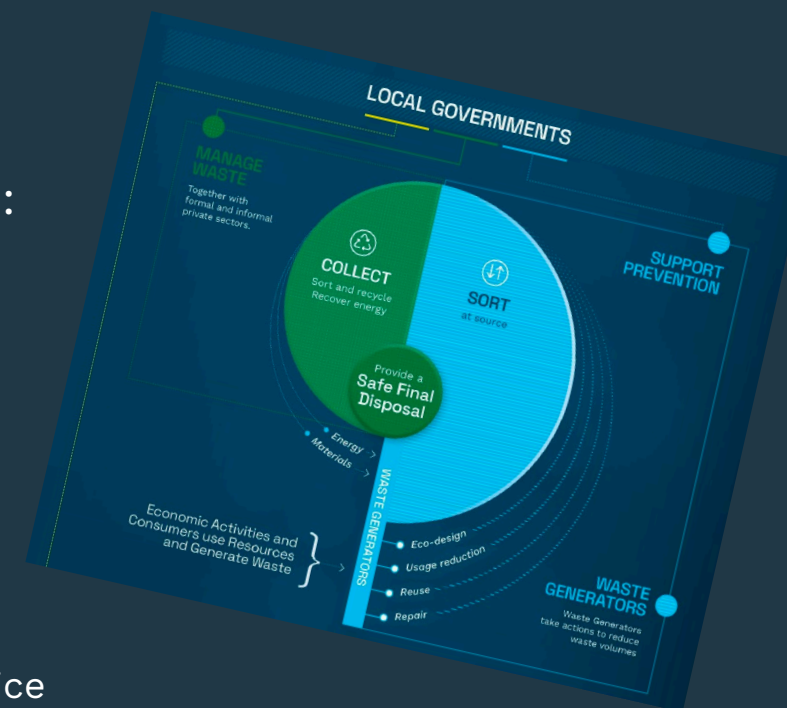
Messages at INC IV, Canada

1. The waste management hierarchy states the following priorities:

- - prevention
- - recovery, secondary use, recycling, energy recovery
- - disposal

2. Keys to the success of municipal waste management:

- Public policies set a national strategy and the associated regulatory framework
- Funding mechanisms enable to finance on a long-term basis, the whole of their service which includes human capacity, infrastructure requirements, operation costs and organisational system.
- Enhanced participation of training institutions, research, and professional associations supports a just transition for informal workers and improves the capacity of the national or local staff in charge of the various aspects of the waste management systems.
- Education and communication mean raising public awareness to reduce, reuse, repair, and sort what remains as waste to minimize energy recovery or final disposal.





“On the road to Busan”

INC V



Specific AIM for INC VI!

ISWA will reach the national negotiating delegations with our messages before BUSAN!

Why?

Probably, *hopefully*, It will be the last negotiation before a legally binding treaty is signed!

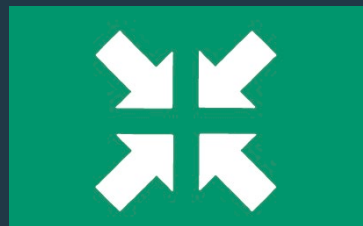
When the negotiations start, the delegation's missions/messages have already been decided upon!



KEY MESSAGES

Draft Content Message

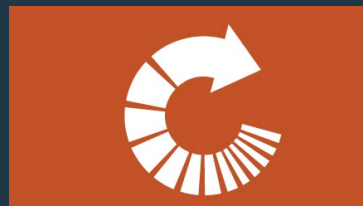
A comprehensive approach must be taken to end plastic pollution, considering the entire life cycle of plastic!



1. REDUCE PLASTIC WASTE



2. COLLECT PLASTIC WASTE



3. DIVERT PLASTIC WASTE FROM OPEN DUMPING AND OPEN BURNING



4. ENABLING CONDITIONS AND PRODUCER RESPONSIBILITY



5. PROVIDE SOLUTIONS APPLICABLE TO GLOBAL SOUTH

END PLASTIC POLLUTION

Structure of the 5 main messages

- Headline Key Message
- Header - with main statement
- Bullet points with content
- Justifications
- Recommendations – (to decision makers)

1. Reduce plastic waste



Ensure equal emphasis is placed on the design, production, consumption, and, end-of-life phases within the plastic value chain!

- The circular economy principle should be embedded into the production process to ensure that plastics are designed to maximise their recyclability, with an emphasis on promoting closed-loop recycling systems.
- Sustainable production and consumption practises should be strengthened through global and local legislation and robust and effective economic and social instruments, mainly targeting short-lived single-use plastic products and packaging.
- National legislation should aim to ban or phase out short-lived single-use plastics and those containing chemicals of concern while encouraging the adoption of more sustainable materials and reusable alternatives

This approach will prioritize and effectively implement the most favourable waste management practices outlined in the hierarchy.



2. Collect plastic waste

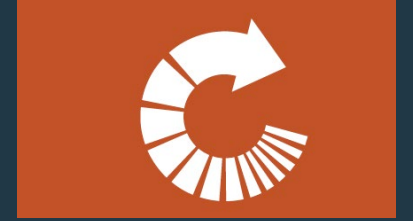
Access to waste management services is a basic human need and right!

"Extending waste collection to all" should be a global priority to protect public health and prevent environmental pollution.

- Sixty-five percent of the world's plastic waste is discarded into the natural environment, especially waterways, seas, and oceans, due to inadequate waste management and efficient collection systems.
- Collecting plastic waste for recycling and resource recovery should be a top priority, as it is the ultimate prerequisite for any sustainable and well-functioning waste management system.

Collection systems should cover all types of plastic waste, establish ambitious targets for short-lived, single-use plastics, and be organised with a holistic and systematic approach to waste management.

3. Divert plastic waste from open dumping and open burning



Expanding waste collection services and ending uncontrolled disposal and open burning could reduce plastic entering the oceans by fifty percent and nearly eliminate black carbon emissions and their associated health impacts.

- In middle and low-income countries, where open dumping and open burning are the predominant waste management practices, it is crucial to implement measures to divert plastic waste to recycling and safe resource recovery alternatives, utilising different waste governance instruments.
- Open burning and uncontrolled combustion of plastic waste releases black carbon, a potent short-lived climate pollutant. Therefore, diverting plastic waste from open dumping and open burning is an urgent and vital step to tackle the challenges of climate change.

Efforts to divert plastic waste from open dumping and open burning must be paired with alternatives that promote recycling, safe material recovery, circular economy principles, and environmentally sound disposal.



4. Enabling conditions and producer responsibility

Extended Producer Responsibility (EPR) schemes must be globally implemented in a more coordinated and comprehensive manner, encompassing all types of plastics and products, especially short-lived single-use plastics and those containing chemicals of concern.

- EPR serves as a vital funding mechanism that drives industry-wide change and promotes better prevention and management of plastic waste.
- By making producers, importers, and brand owners of plastic products financially responsible for the end-of-life management of their products, EPR schemes effectively incentivise waste prevention, improve recyclability, and support the collection, sorting, recycling, and disposal of residual waste.
- An effective EPR system makes the producer accountable for the entire value chain. This includes incorporating recycled content into the product to stimulate market demand, ensuring the reusability and recyclability of products and managing the collection and end-of-life processes.

While EPR schemes incentivise improved product design and recycling, they are hindered by the challenge of managing unbranded plastics. Addressing this issue is crucial for securing adequate financing and effective waste management.

5. Provide solutions applicable to the Global South



. When introducing interventions, it is essential to evaluate their relevance to the Global South and to advocate for customised, context-specific approaches instead of merely applying models from the Global North that may not align with local needs.

- Interventions should consider regional technical capabilities, institutional frameworks, financial constraints, and cultural and social contexts. Interventions should build upon and enhance existing practices across formal and informal sectors.
- International technical and scientific cooperation, including North-South and South-South collaborations, is crucial for capacity building and technology transfer. These collaborations should foster research, drive innovation, and adapt prevention strategies to local conditions by sharing information and best practices.
- Interventions should incorporate financing mechanisms suited to the Global South to ensure sustainability and overcome financial barriers.

Improving waste governance at the national level should be the primary focus for enhancing waste management practices in the Global South, as effective waste governance is essential for achieving sustainable waste management outcomes.

Workshop

The process going forward

Finalising Key Messages

Meetings with National Delegations

Busan

Implementation





THANK YOU!

ISWA General Secretariat

Aditi Ramola
Mostafa Ahmed

aditi.ramola@iswa.org
mahmed@iswa.org

Task Force Leader, ISWA Board Gunilla Carlsson

gunilla.carlsson@sysav.se



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